

APPROVED MINUTES

**VILLAGE OF ANTIOCH
BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE
Municipal Building: 874 Main Street, Antioch, IL
December 15, 2010**

I. CALL TO ORDER

Mayor Hanson called the December 15, 2010 Committee of the Whole meeting of the Board of Trustees to order at 7:08 pm in the Municipal Building: 874 Main Street, Antioch, IL.

II. PLEDGE OF ALLEGIANCE

The Mayor and Board of Trustees led the Pledge of Allegiance.

III. ROLL call

Roll call indicated the following Trustees were present: Sakas and Crosby. Also present were Administrator Keim, Attorney Long and Deputy Clerk Folbrick. Absent: Trustees Pierce, Poulos, Wolczyk and Jozwiak.

IV. APPROVAL OF MINUTES

Because there was not a quorum present, the September 15, 2010 minutes will be considered for approval at the next Committee of the Whole meeting.

V. REGULAR BUSINESS

Upcoming Agenda Items for the December 20, 2010 Village Board Meeting – Administrator Keim reviewed the following items that will be on the December 20, 2010 Village Board Agenda for consideration:

- Municipal Compliance Report for the Fiscal Year Ending April 30, 2010
- Ordinance for SSA 1 Administrative Report and Amended Special Tax Roll for Levy Year 2010 and Abating SSA Taxes
- Ordinance for SSA 2 Administrative Report and Amended Special Tax Roll for Levy Year 2010 and Abating SSA Taxes
- Ordinance approving sign variation for Taco Bell
- Ordinance approving sign variation for V-Land Development
- WRT Reserve Account Increase

Director McCarthy reviewed the compliance report and Special Tax Roll Levies. Trustees discussed the investment returns for the police pension fund.

Administrator Keim reviewed the sign variances and WRT reserve account increase. Trustees discussed the radium testing frequencies, and asked how often testing occurs. Staff will report back with that information.

He added that he would like to place these items on the consent agenda for Monday's meeting, and asked if anyone present would object to those items being placed on the consent agenda. Those present agreed to place all of the items on the consent agenda for the December 20, 2010 Village Board Meeting.

Presentation by TDSM – Holiday Marketing Campaign Results to Date – Director Nilsen introduced Robin Malpass of TDSM who presented the results of the Holiday Marketing Campaign. Ms. Malpass discussed goals and objectives of the campaign, and current market conditions. She further showed what the campaign entailed, including mailings, household penetrations, coupons and print ads. She stated that the webpages have been viewed over 20,000 times, there have been approximately, 5,000 unique visitors, there were almost 1,000 contest registrants, and over 1,000 coupons were downloaded from the site.

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She provided recommendations for the 2011 marketing campaign, including continuing the offers, refining the website, increased annual campaigns, and an increased database. The next steps include a conversion study, a report of the findings and a final 2011 recommendation.

Trustees discussed the value of the campaign, its effectiveness, and merchant input. Director Nilsen provided an overview of the potential return on investment. Mayor Hanson discussed the merchant participation, and the future goals of the marketing campaign.

Petition for Amendment of Facility Planning Area Boundary – Administrator Keim reviewed the current boundary for the Facility Planning Area (FPA) and the petition for an Amendment of the FPA Boundary. He reviewed the most recent application from 1999, the properties included in that petition, and which were granted. Attorney Long discussed the capacity at the treatment plant, and the recent upgrades to the capacity with the improvements made at the treatment plant. Trustees discussed approaching other property owners that may want to be included in the petition before going forward with this specific property.

Attorney Gerald Callaghan discussed a 1995 agreement with Lake County in which the county has agreed to service the area.

Administrator Keim will put together time frames and costs for approaching potential property owners, and processing the application.

Form Based Code Presentation – Director Nilsen introduced representatives present from the Lakota Group, SB Friedman, RTA, and Metra who are available to answer any questions that may arise.

Mr. Kevin Clarke of the Lakota Group presented an overview of the Form Based Code, a summary of developer interviews, the concepts for both Orchard Street Plaza and Train Depot, an economic analysis for the Orchard Plaza concept, and strategic implementation options. He reviewed each of the 6 zoning districts, and the goals of each. He further discussed the urban design standards including building design, streetscape/landscape, and sustainability.

Mr. Ranadip Bose of S.B. Friedman discussed interviews with potential developers, and the results of those interviews. Focus remained on pedestrians, and the unique downtown that Antioch possesses. He reviewed the current condition of the Orchard Plaza and Train Depot, the concept plan for both, the necessary public improvements needed to implement those concept plans, and the costs associated with those public improvements. He further discussed the economic analysis done for the Orchard Plaza, and went over the implementation strategies for the plans.

Director Nilsen reviewed the studies that have been completed which assist with the implementation of the code, including the SWOT analysis, economic analysis and implementation study. He further discussed funding and costs associated with redevelopment.

Trustee Sakas suggested educating the property owners with the benefits of a form based code, so that they may understand the uses available to their properties. He expressed concern with the disjointed downtown that currently exists for various events throughout the year. He believes that the code must incorporate the various public spaces needed for the annual events. He further discussed the 55+ residential retirement developments.

Trustee Crosby wants to include the character of the town, and the need to draw people into town. He wants a plan in place that will carry through many years.

Director Nilsen will present the Regulatory Plan at a future board meeting for consideration after ordinances have been drafted.

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VI. OTHER BUSINESS

No Report.

VII. ADJOURNMENT

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 9:58 p.m.

Respectfully submitted,

Lori K. Folbrick, RMC/CMC
Deputy Clerk